



FEBRUARY BBQ

2022 STYLE GUIDE



MANIFESTO



The Super Bowl is the biggest football party of the year. While it may be the end of football season, it's only the beginning of grilling season. What better reason to celebrate the intersection of these two great moments with the BBQ Kickoff Party at Ace.

Fans of tailgating and fans of grilling are kindred spirits, and they'll both find something to love at this event, from **GRILLING DEMOS** and **FAMILY ACTIVITIES** to special offers and **GIVEAWAYS**. You can catch a glimpse of the **NEW WEBER GRILL** and pick up everything you need to host your own game-day celebration. This time of year, there's definitely something in the air. It's time to **FIRE UP THE GRILLS** for a truly epic celebration at the BBQ Kickoff Party at Ace.

PRIMARY



HEADER LOCK-UP

YOU'RE INVITED
—  TO THE  —

PRIMARY



ACE RED

CMYK

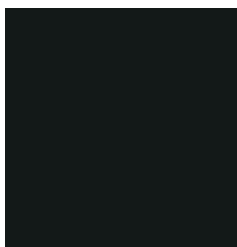
C	0
M	100
Y	81
K	4

RGB

R	227
G	55
B	25

HEX

D40029



COAL

CMYK

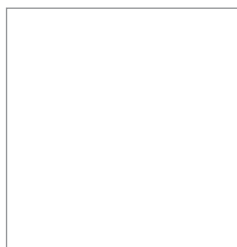
C	70
M	66
Y	67
K	77

RGB

R	31
G	28
B	26

HEX

1F1C1A



WHITE

CMYK

C	0
M	0
Y	0
K	0

RGB

R	0
G	0
B	0

HEX

FFFFFF

This color palette should be used across all channels in typography, graphic elements and backgrounds.

Fonts have been selected for their simplicity, boldness and adherence to brand standards.
 Our standard price treatment remains the same throughout the quarter.

HEADLINE

Cairo

UPPERCASE

Optical Kerning: 25

SUBHEAD

Roboto Bold Condensed

UPPERCASE

Optical Kerning: 0

Body

Roboto Regular

Sentence case

Optical Kerning: 0

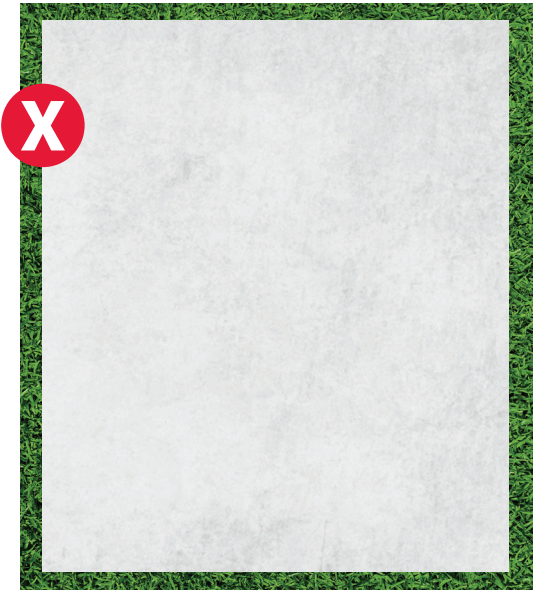
Textures will be used to bring the Gifting and Grillin' Party to life, adding dimension to collateral.



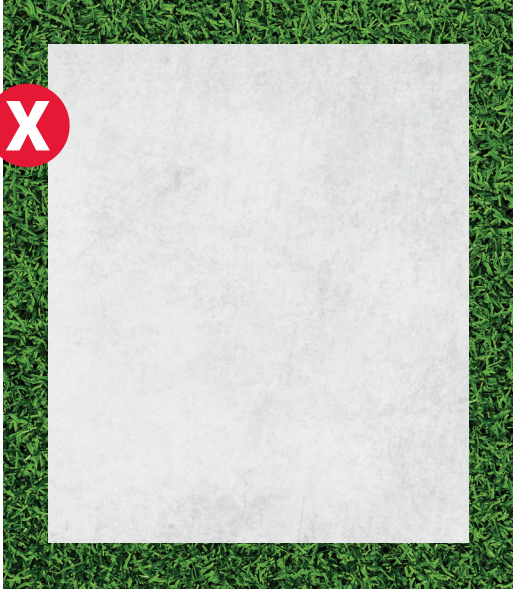
Parchment Paper



Grass



Border is too small.



Background is too zoomed in.



Backgrounds do not line up and are not symmetrical.



Logo is too large.



Logo too small.



Correct version with space at bottom for messaging. (If necessary)

Collateral Examples

February 2022 Circular

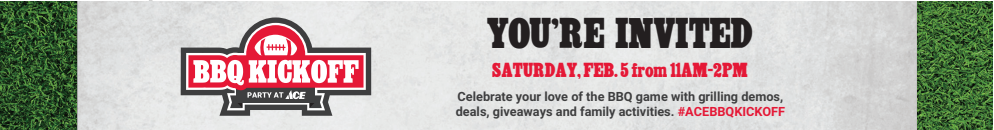
CIRCULAR COVER



CIRC MOD



CIRC MOD



8405_Feb BBQ_Circ
Mod_7.57x.9723_111721

8405_Feb BBQ_Circ
Mod_2.0825x4.3403_111721

Poster



End Cap



**ACE
REWARDS**

Special savings ready for you

Save now.

Coupons cannot be used on grills.
See back of coupon for all exclusions.

Save later.

FPO - pending logo approval

Weber's® newly redesigned Genesis® grills have advanced new features!

- Ace Exclusive Indigo Color
- Weber Crafted 9mm Stainless Steel Cooking Grates
- Extra-Large Sear Zone
- Extra-Large Prep & Serve Side Table
- Weber Crafted Compatible add insert to use Crafted Accessory System

Sample A. Sample
Member #: 999999999999

20% OFF*

YOUR QUALIFYING PURCHASE EXCLUSIONS APPLY IN STORE ONLY.

*Coupon valid only for a single transaction on regular price merchandise of current store stock at Ace store locations identified on this mailing and may not be accepted at other locations. Not valid on accessories such as: The Ace Hardware app, on prior purchases or on the following major categories: Brand name items sold at Ace Hardware convenience stores, independent items, rentals, services, in-store pickup, special orders, store charge accounts, gift cards, gift issued items like: garage bags, lumber and building materials, pet food, power tools/equipment, small appliances, water heaters, grills, Benjamin Moore®. Major items by Jantzen/Gardner paint, Weber®, EZP®, EZB®, "Tony", "VETP", "Tranger", "Big Green Egg" and other items individual stores may designate. Original coupons must be presented by Ace Rewards member at time of purchase and cannot be used with any other coupons including rewards. Once this coupon offer is redeemed, user may not redeem it again even if a copy of the coupon is available in the same or different digital or physical format. Coupon is void if copied, duplicated, sold or transferred. No cash value. Coupon cannot be replaced if merchandise is returned. If discount is for more than a single item, discount will be allocated across all qualifying items. By redeeming this coupon, you agree to Ace Rewards Terms and Conditions, which are expressly incorporated herein. The Ace Rewards Terms and Conditions are available at [acehardware.com/rewards-terms](#) and are subject to change.

Fuel up for BBQ season

Ace has propane, pellets & charcoal

At participating stores

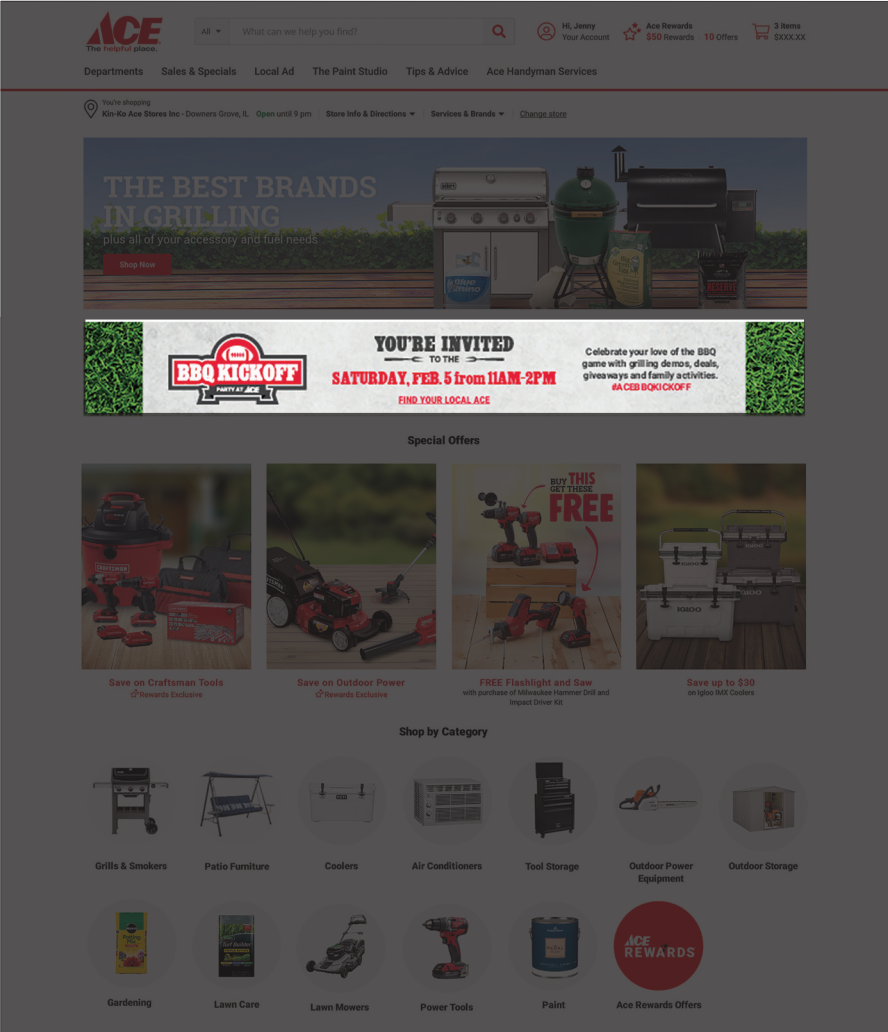
YOU'RE INVITED
— TO THE —

SATURDAY, FEB. 5 from 11AM-2PM

Celebrate your love of the BBQ game with grilling demos, deals, giveaways and family activities.

#ACEBBQKICKOFF

Home Page Desktop - B SPOT



Home Page Mobile - B SPOT



AMM Email



Your intro copy here



YOU'RE INVITED
TO THE
BBQ KICKOFF
PARTY AT **ACE**

SATURDAY, FEB. 5 from 11AM-2PM

Celebrate your love of the BBQ game with grilling demos, deals, giveaways and family activities.

#ACEBBQKICKOFF

NEW
AT
ACE

Come see the newly redesigned Weber® Genesis® grills with advanced features!

Kick off BBQ season at our big game celebration!

Football season might be coming to a climax, but BBQ season is just ramping up. Whether you're planning a game day celebration or firing up your grill for the season, we can help! From fun activities to the latest from our Best Brands, there's something to light your BBQ fire. If you're a fan of the BBQ game, you can't miss this kickoff! Come visit us today!

store info:
1234 Name ST.
City, ST 12345
(123) 456-7890





Unsubscribe

AMM Facebook Post (1080x1080px)



SOCIAL COPY VERSION 1:

Are you more excited about the Big Game or game day snacks? Celebrate both at the BBQ Kickoff Party, Saturday at your local Ace. From grills and accessories to grilling demos, giveaways and family fun, it's a great time to be a fan of grilling!
www.acehardware.com/BBQkickoff #AceBBQKickoff

AMM EMAIL COPY:

HEAD: Kick off BBQ season at our big game celebration!

Football season might be coming to a climax, but BBQ season is just ramping up. Whether you're planning a game day celebration or firing up your grill for the season, we can help! From fun activities to the latest from our best brands, there's something to light your BBQ fire. If you're a fan of the BBQ game, you can't miss this kick-off! Come visit us today!

SOCi - Animated Post (1080x1080, 1080x1920, and 1200x675)



SOCIAL COPY VERSION B:

Gameday celebrations begin at the BBQ Kickoff Party! Our lineup features grilling demos, giveaways, and family fun!